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AMENDMENTS TO THE CLAIMS

Please amend claims 1, 5-8, 12-18, 20-21, 27-31, 33-34, and 41-45 as follows.

The following is a complete list of all claims in this application.

1.   (Currently Amended)   A method for the automated generation and serving of aggregate creatives, comprising the steps of:

receiving an aggregate creative definition;

constructing a container in accordance with the aggregate creative definition;

receiving a plurality of subcreatives associated with the aggregate creative definition ~~for selective combination with the container;~~

~~assembling automatically a plurality of aggregate creative forms, including operating, by a computer, the aggregate creative definition, each of the plurality of aggregate creative forms comprising at least one computer-directed combination of a computer-selected subcreative from the plurality of subcreatives with the container; and~~

generating automatically, by a computer, a plurality of aggregate creative forms, including the steps of:

selecting a plurality of subsets of at least one subcreative from the plurality of subcreatives; and

assembling each subset of at least one subcreative with the container according to the aggregate creative definition;

storing the plurality of aggregate creative forms ~~for transmission to users on an electronic network;~~

selecting an aggregate creative form from the plurality of aggregate creative forms; and

retrieving the selected aggregate creative form for transmission to users on an electronic network.

2.   (Original)   The method of claim 1 wherein the aggregate creative definition is selected from the subset comprising templates, data files and software programs.

3.   (Original)   The method of claim 1 wherein each of the plurality of subcreatives comprises at least one of the group comprising text, a graphic and a hyperlink.

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4.   (Original)   The method of claim 1 wherein each of the plurality of subcreatives is associated with at least one pool of subcreatives.

5.   (Currently Amended)   The method of claim 1 wherein ~~the step of operating the aggregate creative definition to selectively assemble a plurality of aggregate creative forms includes the step of rotating the selection of subcreatives within the plurality of aggregate creative forms~~ each subset of at least one subcreative has a different combination of subcreatives, whereby an aggregate creative appears to rotate subcreatives when the steps of selecting an aggregate creative form and retrieving the aggregate creative form are repeated.

6.   (Currently Amended)   The method of claim 5 ~~wherein the step of rotating is performed with~~ further comprising weighting ~~of selected~~ each of the plurality of subcreatives.

7.   (Currently Amended)   The method of claim 5 ~~wherein the step of rotating is performed with~~ further comprising applying constraints on ~~the selection of~~ the step of selecting a plurality of subsets of at least one subcreative from the plurality of subcreatives.

8.   (Currently Amended)   A system for the automated generation and serving of aggregate creatives, comprising:
        a processor;
        a memory connected to the processor and storing instructions to control the operation of the processor to perform the steps of:
                receiving an aggregate creative definition;
                constructing a container in accordance with the aggregate creative definition;
                receiving a plurality of subcreatives associated with the aggregate creative definition ~~for selective combination with the container~~;
                ~~assembling automatically a plurality of aggregate creative forms, including operating, by a computer, the aggregate creative definition, each of the plurality of aggregate creative forms comprising at least one computer directed combination of a computer selected subcreative from the plurality of subcreatives with the container; and~~
                generating automatically, by a computer, a plurality of aggregate creative forms, including the steps of:
                        selecting a plurality of subsets of at least one subcreative from the plurality of subcreatives; and

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assembling each subset of at least one subcreative with the container according to the aggregate creative definition:

storing the plurality of aggregate creative forms ~~for transmission to users on an electronic network~~;

selecting an aggregate creative form from the plurality of aggregate creative forms; and

retrieving the selected aggregate creative form for transmission to users on an electronic network.

9.   (Original) The system of claim 8 wherein the aggregate creative definition is selected from the group comprising templates, data files and software programs.

10.   (Original) The system of claim 8 wherein each of the plurality of subcreatives comprises at least one of the group comprising text, a graphic and a hyperlink.

11.   (Original) The system of claim 8 wherein each of the plurality of subcreatives is associated with at least one pool of subcreatives.

12.   (Currently Amended) The system of claim 8 wherein ~~the step of operating the aggregate creative definition to selectively assemble a plurality of aggregate creative forms includes the step of rotating the selection of subcreatives within the plurality of aggregate creative forms~~ each subset of at least one subcreative has a different combination of subcreatives, whereby an aggregate creative appears to rotate subcreatives when the steps of selecting an aggregate creative form and retrieving the aggregate creative form are repeated.

13.   (Currently Amended) The system of claim 12 ~~wherein the step of rotating is performed with~~ further comprising weighting ~~of selected~~ each of the plurality of subcreatives.

14.   (Currently Amended) The system of claim 12 ~~wherein the step of rotating is performed with~~ further comprising applying constraints on ~~the selection of~~ the step of selecting a plurality of subsets of at least one subcreative from the plurality of subcreatives.

15.   (Currently Amended) A system for the automated generation and serving of aggregate creatives, comprising:

means for the receiving an aggregate creative definition;

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means for constructing a container in accordance with the aggregate creative definition;

means for receiving a plurality of subcreatives associated with the aggregate creative definition ~~for selective combination with the container~~;

~~means for assembling automatically a plurality of aggregate creative forms, including means for operating, by a computer, the aggregate creative definition, each of the plurality of aggregate creative forms comprising at least one computer-directed combination of a computer-selected subcreative from the plurality of subcreatives with the container; and~~

means for generating automatically, by a computer, a plurality of aggregate creative forms, including:

means for selecting a plurality of subsets of at least one subcreative from the plurality of subcreatives; and

means for assembling each subset of at least one subcreative with the container according to the aggregate creative definition;

means for storing the plurality of aggregate creative forms ~~for transmission to users on an electronic network~~[[.]];

means for selecting an aggregate creative form from the plurality of aggregate creative forms; and

means for retrieving the selected aggregate creative form for transmission to users on an electronic network.

16.   (Currently Amended) A program product comprising a storage device containing instructions operable on a computer for the automated generation and serving of aggregate creatives, the instructions operable with the computer to perform the steps of:

receiving an aggregate creative definition;

constructing a container in accordance with the aggregate creative definition;

receiving a plurality of subcreatives associated with the aggregate creative definition ~~for selective combination with the container~~;

~~assembling automatically a plurality of aggregate creative forms, including operating, by a computer, the aggregate creative definition, each of the plurality of aggregate creative forms comprising at least one computer-directed combination of a computer-selected subcreative from the plurality of subcreatives with the container; and~~

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generating automatically, by a computer, a plurality of aggregate creative forms, including the steps of:

selecting a plurality of subsets of at least one subcreative from the plurality of subcreatives; and

assembling each subset of at least one subcreative with the container according to the aggregate creative definition;

storing the plurality of aggregate creative forms ~~for transmission to users on an electronic network~~[[.]];

selecting an aggregate creative form from the plurality of aggregate creative forms; and

retrieving the selected aggregate creative form for transmission to users on an electronic network.

17. (Currently Amended) A method for serving aggregate creatives with an advertising system, comprising the steps of:

receiving an aggregate creative definition for assembling an aggregate creative;

receiving a plurality of subcreatives ~~for selective combination with the aggregate creative definition~~;

~~assembling automatically a plurality of computer-determined aggregate creative forms, including operating, by a computer, the aggregate creative definition;~~

generating automatically, by a computer, a plurality of aggregate creative forms, including the steps of:

selecting a plurality of subsets of at least one subcreative from the plurality of subcreatives; and

assembling each subset of at least one subcreative with the container according to the aggregate creative definition;

storing the plurality of aggregate creative forms;

storing a plurality of non-aggregate creatives; ~~and~~

~~operating the advertising system to select one of the plurality of aggregate creative forms or one of the plurality of non-aggregate creatives for transmission to a viewer.~~

selecting an aggregate creative form from the plurality of aggregate creative forms or a selected non-aggregate creative from the plurality of non-aggregate creatives; and

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retrieving the selected aggregate creative form or the selected non-aggregate creative for transmission to users on an electronic network.

18.   (Currently Amended)   The method in accordance with claim 17, [[and]] further ~~including~~ comprising the step of transmitting the selected ~~one of the plurality of~~ aggregate creative form[[s]] or the selected ~~one of the plurality of~~ non-aggregate creative[[s]] to the viewer over an electronic network.

19.   (Previously Presented)   The method in accordance with claim 18 wherein the electronic network is the Internet.

20.   (Currently Amended)   The method in accordance with claim 17, [[and]] further ~~including~~ comprising the step of periodically repeating the step of ~~operating the aggregate creative definition to selectively assemble a plurality of aggregate creative forms~~ generating automatically, by a computer, a plurality of aggregate creative forms in accordance with a predefined plan ~~of rotation of plurality of subcreatives~~.

21.   (Currently Amended)   The method in accordance with claim 17, [[and]] further ~~including~~ comprising the step of periodically repeating the step of: operating the advertising system to select one of the plurality of aggregate creative forms and non-aggregate creatives in accordance with a predefined rotation plan.

22.   (Previously Presented)   The method in accordance with claim 20 wherein the subcreatives selected for inclusion in the aggregate creative forms are selected in accordance with a first weighting and the aggregate creative forms selected for transmission to a viewer are selected in accordance with a second weighting.

23.   (Previously Presented)   The method in accordance with claim 20 wherein the subcreatives selected for inclusion in the aggregate creative forms are selected in accordance with a first constraint and the aggregate creative forms selected for transmission to a viewer are selected in accordance with a second constraint.

24.   (Previously Presented)   The method of claim 17 wherein the aggregate creative definition is selected from the group comprising templates, data files and software programs.

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25.   (Previously Presented)   The method of claim 17 wherein each of the plurality of subcreatives is selected from the group comprising text, a graphic and a hyperlink.

26.   (Previously Presented)   The method of claim 17 wherein each of the plurality of subcreatives is associated with at least one pool of subcreatives.

27.   (Currently Amended)   The method of claim 17 wherein ~~the step of operating the aggregate creative definition to selectively assemble a plurality of aggregate creative forms includes the step of rotating the selection of subcreatives within the plurality of aggregate creative forms~~ each subset of at least one subcreative has a different combination of subcreatives, whereby an aggregate creative appears to rotate subcreatives when the steps of selecting an aggregate creative form and retrieving the aggregate creative form are repeated.

28.   (Currently Amended)   The method of claim 27 ~~wherein the step of rotating is performed with~~ further comprising weighting ~~of selected~~ each of the plurality of subcreatives.

29.   (Currently Amended)   The method of claim 27 ~~wherein the step of rotating is performed with~~ further comprising applying constraints on ~~the selection of~~ the step of selecting a plurality of subsets of at least one subcreative from the plurality of subcreatives.

30.   (Currently Amended)   A system for serving aggregate creatives with an advertising system, comprising:

a processor;

a memory connected to the processor and storing instructions to control the operation of the processor to perform the steps of:

receiving an aggregate creative definition for assembling an aggregate creative;

receiving a plurality of subcreatives ~~for selective combination with the aggregate creative definition~~;

generating automatically, by a computer, a plurality of aggregate creative forms, including the steps of:

selecting a plurality of subsets of at least one subcreative from the plurality of subcreatives; and

assembling each subset of at least one subcreative with the container according to the aggregate creative definition;

storing the plurality of aggregate creative forms;

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storing a plurality of non-aggregate creatives; ~~and~~

~~operating the advertising system to select one of the plurality of aggregate creative~~ ~~forms or one of the plurality of non-aggregate creatives for transmission to a viewer.~~

selecting an aggregate creative form from the plurality of aggregate creative forms or a selected non-aggregate creative from the plurality of non-aggregate creatives; and

retrieving the selected aggregate creative form or the selected non-aggregate creative for transmission to users on an electronic network.

31.   (Currently Amended) The system of claim 30, [[and]] further ~~including~~ comprising the step of transmitting the selected ~~one of the plurality of~~ aggregate creative form[[s]] or the selected ~~one of the plurality of~~ non-aggregate creative[[s]] to the viewer over an electronic network.

32.   (Previously Presented) The system of claim 31 wherein the electronic network is the Internet.

33.   (Currently Amended) The system of claim 30, [[and]] further ~~including~~ comprising the step of periodically repeating the step of ~~operating the aggregate creative definition to~~ ~~selectively assemble a plurality of aggregate creative forms~~ generating automatically, by a computer, a plurality of aggregate creative forms in accordance with a predefined plan ~~of~~ ~~rotation of said plurality of subcreatives~~.

34.   (Currently Amended) The system of claim 30, [[and]] further ~~including~~ comprising the step of periodically repeating the step of: operating the advertising system to select one of the plurality of aggregate creative forms and non-aggregate creatives in accordance with a predefined rotation plan.

35.   (Previously Presented) The system of claim 33 wherein the subcreatives selected for inclusion in the aggregate creative forms are selected in accordance with a first weighting and the aggregate creative forms selected for transmission to a view are selected in accordance with a second weighting.

36.   (Previously Presented) The system of claim 33 wherein the subcreatives selected for inclusion in the aggregate creative forms are selected in accordance with a first constraint and

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the aggregate creative forms selected for transmission to a viewer are selected in accordance with a second constraint.

37. (Original) The system of claim 30 wherein the aggregate creative definition is selected from the group comprising templates, data files and software programs.

38. (Original) The system of claim 30 wherein each of the plurality of subcreatives is selected from the group comprising text, a graphic and a hyperlink.

39. (Original) The system of claim 30 wherein each of the plurality of subcreatives is associated with at least one pool of subcreatives.

40. (Original) The system of claim 39 wherein an aggregate creative is associated with a plurality of pools of subcreatives.

41. (Currently Amended) The system of claim 30 wherein ~~the step of operating the aggregate creative definition to selectively assemble a plurality of aggregate creative forms includes the step of rotating the selection of subcreatives within the plurality of aggregate creative forms~~ each subset of at least one subcreative has a different combination of subcreatives, whereby an aggregate creative appears to rotate subcreatives when the steps of selecting an aggregate creative form and retrieving the aggregate creative form are repeated.

42. (Currently Amended) The system of claim 41 ~~wherein the step of rotating is performed with~~ further comprising weighting ~~of selected~~ each of the plurality of subcreatives.

43. (Currently Amended) The system of claim 41 ~~wherein the step of rotating is performed with~~ further comprising applying constraints on ~~the selection of~~ the step of selecting a plurality of subsets of at least one subcreative from the plurality of subcreatives.

44. (Currently Amended) A system for serving aggregate creatives with an advertising system, comprising:

means for receiving an aggregate creative definition fro assembling an aggregate creative;

means for receiving a plurality of subcreatives ~~for selective combination with the aggregate creative definition;~~

~~means for assembling automatically a plurality of computer-determined aggregate creative forms, including means for operating, by a computer, the aggregate creative definition;~~

means for generating automatically, by a computer, a plurality of aggregate creative forms, including:

means for selecting a plurality of subsets of at least one subcreative from the plurality of subcreatives; and

means for assembling each subset of at least one subcreative with the container according to the aggregate creative definition;

means for storing the plurality of aggregate creative forms;

means for storing a plurality of non-aggregate creatives; ~~and~~

~~means for operating the advertising system to select one of the plurality of aggregate creative forms or one of the plurality of non-aggregate creatives for transmission to a viewer.~~

means for selecting an aggregate creative form from the plurality of aggregate creative forms or a selected non-aggregate creative from the plurality of non-aggregate creatives; and

means for retrieving the selected aggregate creative form or the selected non-aggregate creative for transmission to users on an electronic network.

45. (Currently Amended) A program product containing instructions operable on a computer to serve aggregate creatives with an advertising system, the instructions operating the computer to perform the steps of:

receiving an aggregate creative definition for assembling an aggregate creative;

receiving a plurality of subcreatives ~~for selective combination with the aggregate creative definition;~~

~~assembling automatically a plurality of computer-determined aggregate creative forms, including operating, by a computer, the aggregate creative definition;~~

generating automatically, by a computer, a plurality of aggregate creative forms, including the steps of:

selecting a plurality of subsets of at least one subcreative from the plurality of subcreatives; and

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assembling each subset of at least one subcreative with the container according to the aggregate creative definition;

storing the plurality of aggregate creative forms;

storing a plurality of non-aggregate creatives; and

~~operating the advertising system to select one of the plurality of aggregate creative forms or one of the plurality of non-aggregate creatives for transmission to a viewer.~~

selecting an aggregate creative form from the plurality of aggregate creative forms or a selected non-aggregate creative from the plurality of non-aggregate creatives; and

retrieving the selected aggregate creative form or the selected non-aggregate creative for transmission to users on an electronic network.

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